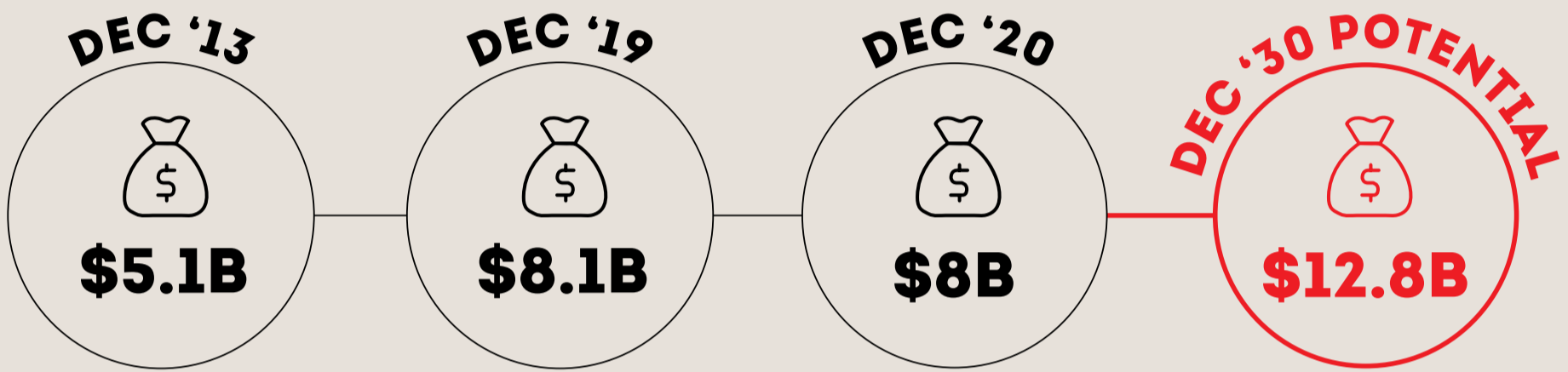


THE VALUE OF TOURISM IN SOUTH AUSTRALIA DECEMBER 2019


EXPENDITURE



 **\$8.1B** | VISITOR EXPENDITURE

 **17.1M** | DOMESTIC DAY TRIPS

 **13.2K** | INTERNATIONAL SEATS INTO ADELAIDE EACH WEEK

 **15.3K** | HOTEL ROOMS ACROSS 269 PROPERTIES

 **\$488K** | INTERNATIONAL OVERNIGHT VISITORS

 **18K** | TOURISM BUSINESSES ACROSS THE STATE

 **83.8K** | DOMESTIC SEATS INTO ADELAIDE EACH WEEK

 **174K** | IN TOURISM EXPENDITURE (EQUALS 1 X FTE)

 **3.0M** | INTERSTATE OVERNIGHT VISITORS

 **40.5K** | DIRECTLY EMPLOYED
POTENTIAL FOR 41K DIRECT BY 2020
56K EMPLOYED INCLUDING INDIRECT

 **5.1M** | INTRASTATE OVERNIGHT VISITORS

 **1:21** | DIRECT EMPLOYMENT RATIO

Sources: Tourism Research Australia - NVS & IVS. Employment Figures from the State Tourism Satellite Accounts 2018-19. Tourism Business estimates are derived by TRA using data sourced from the Australian Bureau of Statistics (ABS), for FY 2017/2018. The forecast totals for 2020 & 2030 relate to the regional contribution to the 2030 \$12.8 billion target - refer to the South Australian Visitor Economy Sector Plan 2030. Tourist Accommodation data are sourced from STR Global, 10+ rooms, for the Year to December 2019.